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Drew Eric Whitman—a.k.a. "Dr. Direct! TM" —is an internationally renowned advertising trainer and consultant who specializes in teaching the psychology behind the response. He was a Senior Copywriter for the direct response division of the largest ad agency in Philadelphia. He was also Senior Direct Response Copywriter for one of the largest direct-to-the-consumer insurance companies in ...

CA\$HVERTISING

Full Book Review: Cashvertising Book Review Want Better Results From Your Advertising? Ad expert Drew Eric Whitman says: Ill teach you more about how to create powerfully effective moneymaking advertising than your competitors will know in their entire careers-guaranteed! Ok, so did that catch your attention?

Ca\$hvertising: How to Use More Than 100 Secrets of Ad ...

Shawn Collins of <http://blog.affiliatetip.com> talks about the advertising psychology book Cashvertising by Drew Eric Whitman.

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Cashvertising is a must-read for anyone who buys, sells or creates advertising. It's the "secret sauce" for how to speak into the "buy now" psyche. Having read numerous books on sales and marketing, I found this to be one of the most concise, entertaining and (unpretentiously) educational books I've read on the subject.

Cashvertising

Cashvertising (Paperback). Provides comparisons between different types of ads and their success rates in percentages, tips for making a headline in ad...

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